

# ORDER



**Orders**

**Order / Rev:** 717969 - 1

**Alt Order #:** 06349465

**Product Desc:** OBAMA FOR AMERICA

**Estimate:** 1881 A

**Flight Dates:** 09/28/12 - 10/04/12

**Original Date / Rev:** 09/26/12 / 09/28/12

**Order Type:** Political

**Primary AE:** Aaron Ashe

**Sales Office:** T-WAS

**Sales Region:** NAT

**Agency**

**Name:** Greer Margolis Mitchell/ Pol

**Buying Contact:** K Keuleman

**Billing Contact:**

3050 K St NW

Washington, DC 20007

**Billing Type:** Cash

**Billing Calendar:** Broadcast

**Billing Cycle:** WEEKLY

**Agency Commission:** 15%

**Advertiser**

**Name:** Obama/D/President

**Demographic:** A35+

**Product Codes:** PL-Presidential

**Priority:** P-3

**Revenue Codes:** AGY, GEN, POL

**New Business Thru:**

**Order Separation:** 00:15:00

**Advertiser External ID:**

**Agency External ID:**

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/24/12	09/30/12	5	\$16,400.00	\$13,940.00
10/01/12	10/07/12	20	\$125,000.00	\$106,250.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	5	\$16,400.00	\$13,940.00	0.00
October 2012	20	\$125,000.00	\$106,250.00	0.00
<b>Totals</b>	<b>25</b>	<b>\$141,400.00</b>	<b>\$120,190.00</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Aaron Ashe			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WTSP	09/28/12	10/04/12	LN (M-F) LN (M-F)	CM	M-F 11-1135p	MTWTF--	2:00	2	\$8,000.00	P-3	0.00	NM	2	\$16,000.00
10 NEWS-11PM THE ABOVE TIME IS REPORTED IN MINUTES <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/28/12 10/04/12 MTWTF-- 2 \$8,000.00 0.00															
2	WTSP	09/28/12	10/04/12	Letterman Late Night with David Letterman	CM	1135p-1237a	MTWTF--	2:00	2	\$2,800.00	P-3	0.00	NM	2	\$5,600.00
DAVID LETTERMAN THE ABOVE TIME IS REPORTED IN MINUTES <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/28/12 10/04/12 MTWTF-- 2 \$2,800.00 0.00															
3	WTSP	09/28/12	10/04/12	Price Is Right Price Is Right	CM	11a-12p	MTWTF--	2:00	3	\$3,600.00	P-3	0.00	NM	3	\$10,800.00
THE PRICE IS RIGHT THE ABOVE TIME IS REPORTED IN MINUTES <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/28/12 10/04/12 MTWTF-- 3 \$3,600.00 0.00															
4	WTSP	09/28/12	10/04/12	M-F 12-1230p 10 News @ Noon	CM	12-1230p	MTWTF--	2:00	2	\$3,600.00	P-3	0.00	NM	2	\$7,200.00
10 NEWS-NOON THE ABOVE TIME IS REPORTED IN MINUTES <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/28/12 10/04/12 MTWTF-- 2 \$3,600.00 0.00															
5	WTSP	09/28/12	10/04/12		CM	5-530p		2:00	2	\$2,200.00	P-3	0.00	NM	2	\$4,400.00

**WTSP-TV**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F 5-530p 5-530p 10 News			MTWTF--								
				10 NEWS-5PM NEWS THE ABOVE TIME IS REPORTED IN MINUTES											
				<u>Start Date</u> Week: 09/28/12	<u>End Date</u> 10/04/12	<u>Weekdays</u> MTWTF--	<u>Spots/Week</u> 2	<u>Rate</u> \$2,200.00	<u>Rating</u> 0.00						
6	WTSP	09/28/12	10/04/12	M-F 530-6p 10 News at 530p	CM	530-6p	MTWTF--	2:00	1	\$2,200.00	P-3	0.00	NM	1	\$2,200.00
				10 NEWS-530P THE ABOVE TIME IS REPORTED IN MINUTES											
				<u>Start Date</u> Week: 09/28/12	<u>End Date</u> 10/04/12	<u>Weekdays</u> MTWTF--	<u>Spots/Week</u> 1	<u>Rate</u> \$2,200.00	<u>Rating</u> 0.00						
E 7	WTSP	10/01/12	10/04/12	CBS Evening News CBS Evening News	CM	630-7p	MTWT---	2:00	2	\$4,000.00	P-3	0.00	NM	0	\$0.00
				CBS EVENING NEWS THE ABOVE TIME IS REPORTED IN MINUTES											
				<u>Start Date</u> Week: 10/01/12	<u>End Date</u> 10/07/12	<u>Weekdays</u> MTWT---	<u>Spots/Week</u> 2	<u>Rate</u> \$4,000.00	<u>Rating</u> 0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>					
1	WTSP	10/01/12-10/07/12	CBS Evening News	630-7p		MTWTh-----	2:00	<del>(\$4,000.00)</del>	0.00	NM					
				Credited											
2	WTSP	10/01/12-10/07/12	CBS Evening News	630-7p		MTWTh-----	2:00	<del>(\$4,000.00)</del>	0.00	NM					
				Credited											
8	WTSP	09/28/12	10/04/12	CBS This Morning CBS This Morning	CM	7-9a (7:00 AM-8:00 AM)	MTWTF--	2:00	2	\$1,600.00	P-3	0.00	NM	2	\$3,200.00
				CBS THIS MORNING THE ABOVE TIME IS REPORTED IN MINUTES											
				<u>Start Date</u> Week: 09/28/12	<u>End Date</u> 10/04/12	<u>Weekdays</u> MTWTF--	<u>Spots/Week</u> 2	<u>Rate</u> \$1,600.00	<u>Rating</u> 0.00						
9	WTSP	09/28/12	10/04/12	M-F 9-930a 10 News, 9a 10 News, 9am	CM	9-9:30A	MTWTF--	2:00	2	\$800.00	P-3	0.00	NM	2	\$1,600.00
				10 NEWS EFF. 9/12/11 THE ABOVE TIME IS REPORTED IN MINUTES											
				<u>Start Date</u> Week: 09/28/12	<u>End Date</u> 10/04/12	<u>Weekdays</u> MTWTF--	<u>Spots/Week</u> 2	<u>Rate</u> \$800.00	<u>Rating</u> 0.00						
10	WTSP	09/28/12	10/04/12	M-F 930-10a Inside Edition	CM	930-10a	MTWTF--	2:00	2	\$800.00	P-3	0.00	NM	2	\$1,600.00
				MILLIONAIRE THE ABOVE TIME IS REPORTED IN MINUTES											
				<u>Start Date</u> Week: 09/28/12	<u>End Date</u> 10/04/12	<u>Weekdays</u> MTWTF--	<u>Spots/Week</u> 2	<u>Rate</u> \$800.00	<u>Rating</u> 0.00						
11	WTSP	09/29/12	09/29/12	Sat 6-630p Sat 6-630p 10 News	CM	Sat 6-630p	-----S-	2:00	1	\$1,600.00	P-3	0.00	NM	0	\$0.00
				10 NEWS-NEWS AT 6P THE ABOVE TIME IS REPORTED IN MINUTES											
				<u>Start Date</u> Week: 09/24/12	<u>End Date</u> 09/30/12	<u>Weekdays</u> -----S-	<u>Spots/Week</u> 1	<u>Rate</u> \$1,600.00	<u>Rating</u> 0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>					
1	WTSP	09/24/12-09/30/12	Sat 6-630p	Sat 6-630p		-----Sa--	2:00	<del>(\$1,600.00)</del>	0.00	NM					
				Credited [mg 16]											
12	WTSP	09/30/12	09/30/12	LN (Su) Late News (Su)	CM	Su 11-1135p	-----S	2:00	1	\$7,200.00	P-3	0.00	NM	1	\$7,200.00
				10 NEWS-11P SU THE ABOVE TIME IS REPORTED IN MINUTES											
				<u>Start Date</u> Week: 09/24/12	<u>End Date</u> 09/30/12	<u>Weekdays</u> -----S	<u>Spots/Week</u> 1	<u>Rate</u> \$7,200.00	<u>Rating</u> 0.00						
13	WTSP	09/30/12	09/30/12	CBS Sunday Morning CBS Sunday Morning	CM	Sun 9-1030a	-----S	2:00	1	\$4,000.00	P-3	0.00	NM	1	\$4,000.00
				CBS SUNDAY MORNING THE ABOVE TIME IS REPORTED IN MINUTES											
				<u>Start Date</u> Week: 09/24/12	<u>End Date</u> 09/30/12	<u>Weekdays</u> -----S	<u>Spots/Week</u> 1	<u>Rate</u> \$4,000.00	<u>Rating</u> 0.00						

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 Alt Order #: 06349465  
 Flight Dates: 09/28/12 - 10/04/12

Advertiser: Obama/D/President  
 Product Desc: OBAMA FOR AMERICA  
 Estimate: 1881 A

WTSP-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 14	WTSP	10/04/12	10/04/12	Thu Prime B Person of Interest	CM	Thu 9-10p	---T---	2:00	1	\$36,000.00	P-3	0.00	NM	0	\$0.00
PERSON OF INTEREST THE ABOVE TIME IS REPORTED IN MINUTES															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>					<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	---T---	1					\$36,000.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WTSP	10/01/12-10/07/12		Thu Prime B		Thu 9-10p	---Th----	2:00		<del>\$36,000.00</del>		0.00	NM		
Credited															
15	WTSP	10/03/12	10/03/12	Wed Prime A Survivor: Philippines	CM	Wed 8-9p	--W----	2:00	1	\$32,000.00	P-3	0.00	NM	1	\$32,000.00
SURVIVOR THE ABOVE TIME IS REPORTED IN MINUTES															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>					<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	--W----	1					\$32,000.00		0.00			
16	WTSP	09/29/12	09/29/12	Sat 730-8p Jeopardy	CM	Sat 730-8p	-----S-	2:00	1	\$1,600.00	P-4	0.00	NM	1	\$1,600.00
10 NEWS-NEWS AT 6P THE ABOVE TIME IS REPORTED IN MINUTES															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>					<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S-	1					\$1,600.00		0.00			
N 17	WTSP	10/04/12	10/04/12	Thu Prime A Big Bang Theory/Two and a Hal	CM	Thu 8-9p	---T---	2:00	1	\$36,000.00	P-3	0.00	NM	1	\$36,000.00
PERSON OF INTEREST THE ABOVE TIME IS REPORTED IN MINUTES															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>					<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	---T---	1					\$36,000.00		0.00			
N 18	WTSP	10/01/12	10/02/12	CBS Evening News CBS Evening News	CM	630-7p	MT-----	2:00	2	\$4,000.00	P-3	0.00	NM	2	\$8,000.00
CBS EVENING NEWS THE ABOVE TIME IS REPORTED IN MINUTES															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>					<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	MT-----	2					\$4,000.00		0.00			
													Totals	25	\$141,400.00